

# THE HAYTI HERALD

PUBLISHED EVERY THURSDAY, BY WILLIAM YORK, EDITOR AND PUB.

TERMS OF SUBSCRIPTION: \$1.00 A YEAR, CASH IN ADVANCE

ENTERED AT THE POSTOFFICE, HAYTI, MISSOURI, AS SECOND CLASS MATTER

Office in City Hall, Over Postoffice, Hayti, Pemiscot County, Missouri

## ABOUT ADVERTISING.

We must insist that the people of Hayti do not weaken on the amount of advertising necessary to give this paper a living. Some of our merchants are right liberal in their patronage, while a few seem to feel that the money they pay us is a donation to charity, when the fact is, they get a larger return for the money spent than we do.

As a matter of fact, when people come to your place to trade they do not come and tell you that your advertising attracted them; they are attracted by your advertising, however, and the more you advertise the more you will attract them.

The people have a natural desire to trade with merchants who advertise, and if you will watch the constant throng of people about the store of the good advertiser you must certainly realize that something attracted them there. Do you suppose these good, successful merchants would spend such large sums in advertising if they did not know it came back to them in increased trade?

The people take it for granted that merchants who do not advertise have nothing to offer, and are inclined to shun such a store. They are educated to look to the advertising store for special inducements and bargains and for new and seasonable lines of goods as they are received from time to time during the different seasons.

Instead of going to a store and asking for certain kinds of goods, or asking the merchant if he handles certain lines, the people go to the merchants who advertise what they want.

It does not matter how reasonable your price or how complete your stock, the people do not know it unless you tell them, and the advertiser will get all the cream of the business.

To illustrate this, go over to Caruthersville, almost any day, and you will find numbers of people there who ought to buy their goods in Hayti. Frequently you will find as many people from the city of Hayti on the streets of Caruthersville as you will find on the streets of Hayti.

They are there in answer to the advertisements from that town. The merchants of Caruthersville never let up on advertising. They not only advertise in their home papers, but they advertise in the papers at Steele, Hayti, Portageville and Kennett, and scatter posters in all these places.

So it is easy to see why Caruthersville is such a good town and draws so much trade. They tell the people what they have, and reach out into every nook and corner to get trade.

The growth and prosperity of Caruthersville ought to be an object lesson to prove to every one that it pays to advertise, and what Caruthersville has done other towns can do, if the business men will only pick up the courage and go in to win.

There is no better located town in Southeast Missouri than Hayti, and we know that if our merchants would try, in good, hard earnest, they could in one year's time double the trade that comes to Hayti and make the future of our city assured.

On the other hand, the Hayti Herald needs your support. This paper is here to fight the battles of Hayti and to stand by the people, first, last and all the time, but it must be supported, and in giving it this support you are sure to receive value received for every penny spent.

It does not matter whether you like the editor or not—that is not the question. It is a question of the general good of Hayti, and maybe some editor will take our place some day who will be more to your liking.

## STOCK LAW DEFEATED.

It is only natural that the stock law should be defeated in Hayti, where so many people are engaged in the hog and cattle business at the expense of their neighbors.

Of course the people have no rights that these old razor backs and long horns are bound to respect, and their owners can now compel us to wade cow guano and hog wallows—the balance of our natural lives.

We had given Jim Butler all the credit for defeating the stock law, but from what Dutch Joe said to us the morning after the election we are forced to the conclusion that Dutch Joe put up a good fight and is deserving much credit. Dutch Joe and Jim Butler are two of our principal hog raisers, and as they own no land and

pay no taxes, of course it would not be fair to deprive them of the public streets as a pasture, as this would force them to go into the country, and of course we could not get along without them.

Seriously now: There was absolutely no chance for the stock law to carry at this election, and no effort was made to carry it. Most intelligent people early became to regard the matter as a joke and had a bushel of fun at the expense of the more seriously inclined.

It was amazing to listen to some of the arguments against the stock law and see how unreasonable and uninformed some people could prove themselves to be.

Every well-informed person knows from proven and undeniable facts that stock laws are good, and that where a stock law is once tried the people will not give it up. But in the case of Hayti at this time the move was premature, came without warning, and the people were not prepared for it.

No one knew or expected the question to come up at this time, and when it did come up we stated very clearly and frankly that we thought it was too early.

A good majority of the people in Hayti favor a stock law, but they want to go about it right and know exactly what they are doing. We have not heard a half-dozen people in Hayti say they were opposed to the kind of stock law we advocate, and the great majority are in favor of it and will vote for it, which is like this:

To prohibit hogs.

To keep town cows up at night.

To turn town cows out to go to and return from the range during the day.

Not bother people only in instances where they knowingly violate the law. Not to bother country stock only when it takes up in town and the owner refuses to take it out.

The majority of the people want a law of this kind, and in behalf of the best interests of Hayti and its future growth, we should get ready for this law and demand it.

## TO DRAW TRADE.

A plan to draw trade to a town has been successfully worked at other points, and might be adopted to advantage in this city. The plan is as follows:

An agreement is reached between all the merchants, whereby they offer special sales on certain days, each merchant selecting some special line of goods upon which he made a lower price than usual. Thus one dry goods house would sell gloves at a special price, while another would offer bargains in dress goods. One hardware merchant would reduce the price on nails. Every line of business is represented and care is taken that no conflict occurs. Prizes are then offered to the farmer bringing in the best produce or the handsomest baby, and the bargain day is extensively advertised in the surrounding country, the names of merchants and their special sales being in all cases stated.

The farmers respond in a most gratifying manner and the merchants are well pleased with the plan.

The idea has already been carried out in many places and found to be a success, and we can see no reason why it would not do well in Hayti.

It would cost but little to try this plan, and with the right efforts we could have a large crowd in Hayti once every month. Prizes could be offered for the handsomest girl, the ugliest, the fattest and leanest man, the best fiddler, jumper and runner, the largest family, the greatest number coming in one wagon, the family coming from the greatest distance, etc.

There are many ways in which we can make these special days attractive and profitable, if we will use the effort to try. We will have to organize and all work together.

## FAIRNESS.

As yet we have not heard a single complaint against the stock law policy as advanced by the Hayti Herald last week.

While our position was clearly and uncompromisingly stated, no one could and no one dared to say that we were wrong; in fact, we were exactly right, and no one could deny it. But we were perfectly fair and reasonable, and so much so that many people who were opposed to the stock law

could say absolutely nothing against it.

There is no argument against the stock law, only that we may not be ready for it now, but it is only a question of time when the stock law must come, if our city is to grow, and no matter when it comes, or in what form, we must expect to find a certain class in the opposition.

"The Charleston Courier complains that the Charleston school board is sending printing out of the city. We are glad that such is not the case here. We think the Charleston papers have a right to complain and this is one of the things that will make Sikeston a bigger and better City. Home for home, first, last and for everything. Don't buy a postage stamp out of the city if you can help it."—Sikeston Enterprise.

We would be glad if Hayti was like Sikeston. Some business people in Hayti send away for some of their printing without even asking our price. Of course we keep tab on all these matters, as we must know just where to place each citizen.

We have received the special edition of the Colton, California, Chronicle, and must compliment the management on the nice showing made. The paper contains many beautiful engravings, illustrating that beautiful little city, and the write-ups are under rather than overdrawn.

## PROFESSIONAL CARDS

### Dr. R. C. CRESSWELL

Dentist.

Office in Kohn Building  
Crown and Bridge Work a Specialty.  
HAYTI, - - MISSOURI.

### J. G. CRIDER

Physician and Surgeon

Office in TRAUTMANN'S DRUG STORE  
— Phone No. 50 —  
HAYTI, - - MISSOURI

### T. J. TRAUTMANN

Physician and Surgeon

Office phone 50. Residence 60.  
HAYTI, - - MISSOURI.

### J. W. JOHNSON

Physician and Surgeon

Residence Phone 24. - - Office 46.  
HAYTI, - MO.

### J. S. GOSSOM

Prosecuting Attorney Pemiscot Co.  
All Kinds of Civil Business Promptly  
Attended to

Office in Court House  
CARUTHERSVILLE, - MISSOURI

### BAYLESS L. GUFFY

LAWYER

Hayti, - - Missouri.

### J. E. DUNCAN

ATTORNEY AT-LAW

Will practice in all the courts  
Office, Over City Drug Store.  
CARUTHERSVILLE, : : MO.

### JOHN. T BUCKLEY

Notary Public

Office in J. L. Dorris' Store.  
HAYTI, - - MISSOURI.

## BARBER SHOP

MOREAU GASKINS

Tonsorial Artist

Two Chairs. Firstclass Service and everything neat and clean. I respectfully solicit your patronage.

HAYTI, - - MISSOURI

### P. S. RAVENSTEIN

FIRE AND LIFE  
INSURANCE  
REAL ESTATE AGENT  
CONTRACTING AND  
BUILDING

Office at Home. Phone No. 28  
Hayti, - Missouri

## ELLISTON'S SPOT CASH GROCERY

WE respectfully invite you to call and inspect our line of Groceries. Our stock is absolutely new, all of the very best quality, bought for spot CASH and to sell for spot CASH, which assures you of the very lowest price possible to make. Come to us for your Groceries, Tobaccos, Cigars, Fruits, Candies, Produce, etc., and when you have Produce, Eggs and Butter to sell we will pay a good price. We will treat you right.  
NEAR SANDERS BROS. OLD STAND. HAYTI, MISSOURI

## THE JOHN A. FARIS MILLING CO.

### MEAL AND CHOPS

Particular attention to custom grinding. Corn ground or exchanged for meal any day in the week.

AMOS HUFFMAN, Mgr.,

Hayti, Mo.

## LUMBER AND SHINGLES

All Kinds Rough and Dressed Lumber, Shingles, Building Material, Cypress Fencing, etc.

### Wholesale and Retail

You Will Find Our Prices Reasonable and to Suit the Times  
Cypress Fencing on hand at all times and at reasonable prices.  
Saw Mill, Shingle Mill and Planing Mill Combined.

We will greatly appreciate your patronage and endeavor to please you  
C. W. FRICK, - - Hayti, MO.

## DR. TRAUTMANN'S DRUG STORE

For Pure and Fresh Drugs  
Stationery and School Supplies  
Candies and Cigars

A New Line  
Paints, Oils and  
Glass

Located in City Hall  
Hayti, - Mo.



## Your Credit is Good For Singer and Wheeler & Wilson Sewing Machines

These are the best machines in the world, repairs can always be had and you are not buying a lot of trouble when you buy these machines; they are fully guaranteed.

B. F. ALLEN, Agt., - Hayti, Missouri.

A. J. DORRIS, Pres.

J. S. WAHL, Vice-Pres.

C. J. PROVINCE, Cashier and Secretary.

## CITIZENS BANK

OF HAYTI.

Capital \$10,000

Loans to Farmers, Merchants and Lumbermen. Rates Reasonable. Good Notes Bought. Deposits Solicited. Fair and Courteous Treatment.

DIRECTORS:

A. J. Dorris.

D. C. Stubbs.

C. J. Province.

J. S. Wahl.

G. W. Dorris.



## PURE DRINKS

To produce a good and pure Soda Water it requires the use of choice material as well as a scientific process. Do not abuse your stomach in the use of inferior carbonated goods. Demand good and pure Soda Water, the same as you would pure food.

## Wahl's is the Brand.

When you call for it, see that it is served and that the crown stopper bears the trade mark. This will guarantee to you pure and good Soda Water, Coca Cola, Jersey Cream, etc.

J. S. WAHL BOTTLING WORKS,  
CARUTHERSVILLE, MO.

